



# Playing the Middle

Balancing trust, creativity, and business in the science of experience

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# Introduction





# Overview

- User Experience in Games
- Understanding the Player
- Feedback in the Creative Process
- Audience Questions





# User Experience in Games





What does User Experience mean in your day-to-day?





Who is responsible for a great user experience?





How do you decide where to focus efforts, or where to sacrifice vision?





# Understanding the Player







What has contributed most to your understanding of players?





Should a game be built for a specific player base, or should a player base be built for a specific game?





When has your knowledge of players failed you?





# Feedback in the Creative Process





What is the impact of negative research on a development team?





What's your worst "that's not how you use data" moment?





How do you balance high priority research results with the need to ship?





How do you handle research feedback that contradicts the design philosophy for a game?







# Audience Questions

